

CHAPTER V

CONCLUSION AND SUGGESTION

5.1. Conclusion

From the explanation on the previous chapter, the writer concludes that this video can be used to promote the Sentral Kampung Pempek. It can also be a guidance for the tourists and visitors to find the information about the Sentral Kampung Pempek because the video provides complete information about the Sentral Kampung Pempek such as the location, the situation, the foods that were sold in this area and the range of prices of the foods. The duration of the video is 3 minutes 57 seconds. The writer used KineMaster Pro application as the video editing software. This video is bilingual because it provides Indonesian and English language. To attract the tourists and visitors to come and visit the Sentral Kampung Pempek, the writer added the tagline in the video using persuasive sentences.

5.2. Suggestion

Based on the result of designing the Sentral Kampung Pempek video that has been done, The writer suggests that the Tourism Department of Palembang city use this video as one of media in promoting the Sentral Kampung Pempek to the tourists In addition, the writer also would like to give suggestion to English Department students of State Polytechnic of Sriwijaya to develop their idea, ability and skill to read and look for other information about the culinary tourism destination in Palembang so it can increase the amount of tourists to come to Palembang.